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ORDER

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Flight Dates 10/16/12-10/22/12

WCPO		<u>Order Sep</u>	00:20:00				
wcpo.com		<u>Estimate #</u>	693				
kypost.com		<u>Alt Order #</u>					
<u>Contract / Revision</u>	304897 /	<u>Issue</u>	American Crossroads TV 10				
<u>Original Date / Revision</u>		<u>Agency Com</u>	15%				
	08/29/12 08/29/12	<u>Billing Contact</u>					
<u>Advertiser</u>	American Crossroads	<u>66 Canal Center Plaza - Suite 555</u>	<u>Billing Cycle</u> EOM/EOC				
		Alexandria, VA 22314-1576	<u>Billing Calendar</u> BROADCAST				
<u>Agency</u>	Crossroads Media		<u>Demographic</u> A35+				
<u>Buying Contact</u>		<u>Sales Office</u>	EWSDC	<u>Rev Codes</u>	POL	<u>POL</u>	<u>ISS</u>
66 Canal Center Plaza - Suite 555		<u>Sales Region</u>	NAT	<u>Product Codes</u>	PL		
Alexandria, VA 22314-1576		<u>Agency Ref</u>		<u>Priority</u>	P-1		
				<u>Advertiser Ref</u>			

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	59	\$56,567.50	\$66,550.00	0.00	10/01/12	10/22/12	59	\$56,567.50	\$66,550.00
Totals	59	\$56,567.50	\$66,550.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Amount
1	WCPO	10/16/12	10/22/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	5	\$4,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12		10/21/12		- TWTF--		4	\$900.00		0.00						
Week: 10/22/12		10/28/12		M-----		1	\$900.00		0.00						
2	WCPO	10/16/12	10/22/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	5	\$4,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12		10/21/12		- TWTF--		4	\$900.00		0.00						
Week: 10/22/12		10/28/12		M-----		1	\$900.00		0.00						
3	WCPO	10/16/12	10/22/12	M-F 9-10a	CM	M-F 9-10a	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	5	\$2,000.00



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Contract / Revision 304897 Flight Dates **10/16/12-10/22/12**Hiatus Dates

Original Date / Revision 08/29/12 / 08/29/12

Order Sep 00:20:00Advertiser **American Crossroads** Product Issue. **American Crossroad** Estimate # **693**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
Live with Regis and Kelly																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12		- TWTF--		4	\$400.00			0.00						
Week:	10/22/12	10/28/12		M-----		1	\$400.00			0.00						
4	WCPO	10/16/12	10/22/12	M-F 530-6p News	CM	528-6p			MTWTF--	:30	2	\$2,000.00	P-2	0.00	NM	5 \$10,000.00
M-F 530-6p News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12		- TWTF--		4	\$2,000.00			0.00						
Week:	10/22/12	10/28/12		M-----		1	\$2,000.00			0.00						
5	WCPO	10/16/12	10/22/12	M-F 7-730p	CM	M-F 7-730p			MTWTF--	:30	2	\$900.00	P-1	0.00	NM	5 \$4,500.00
The List																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12		- TWTF--		4	\$900.00			0.00						
Week:	10/22/12	10/28/12		M-----		1	\$900.00			0.00						
6	WCPO	10/16/12	10/22/12	M-F 730-8p	CM	M-F 730-8p			MTWTF--	:30	2	\$900.00	P-1	0.00	NM	5 \$4,500.00
Let's Ask America																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12		- TWTF--		4	\$900.00			0.00						
Week:	10/22/12	10/28/12		M-----		1	\$900.00			0.00						
7	WCPO	10/16/12	10/22/12	M-SU 11p Late News	CM	11-1135p			MTWTF-S	:30	3	\$1,500.00	P-2	0.00	NM	7 \$10,500.00
M-SU 11p Late News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12		- TWTF-S		6	\$1,500.00			0.00						
Week:	10/22/12	10/28/12		M-----		1	\$1,500.00			0.00						
8	WCPO	10/16/12	10/22/12	M-F 1135p-1202a Night!	CM	1135p-1202a			MTWTF--	:30	4	\$1,500.00	P-2	0.00	NM	5 \$7,500.00
M-F 1135p-1202a Night!																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12		- TWTF--		4	\$1,500.00			0.00						
Week:	10/22/12	10/28/12		M-----		1	\$1,500.00			0.00						
9	WCPO	10/20/12	10/20/12	SA GMTS 8-9a	CM	8-9a			-----S-	:30	1	\$450.00	P-2	0.00	NM	1 \$450.00
SA GMTS 8-9a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12		-----S-		1	\$450.00			0.00						
10	WCPO	10/21/12	10/21/12	SU 5-6am	CM	5-6a			-----S	:30	1	\$150.00	P-2	0.00	NM	1 \$150.00
SU 5-6am																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12		-----S		1	\$150.00			0.00						
11	WCPO	10/16/12	10/22/12	M-F 11a-12p	CM	11a-12p			MTWTF--	:30	4	\$600.00	P-2	0.00	NM	5 \$3,000.00
M-F 11a-12p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12		- TWTF--		4	\$600.00			0.00						
Week:	10/22/12	10/28/12		M-----		1	\$600.00			0.00						
12	WCPO	10/16/12	10/22/12	M-F 12-1p News	CM	12-1p			MTWTF--	:30	4	\$750.00	P-2	0.00	NM	5 \$3,750.00
M-F 12-1p News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12		- TWTF--		4	\$750.00			0.00						
Week:	10/22/12	10/28/12		M-----		1	\$750.00			0.00						
13	WCPO	10/20/12	10/20/12	SA 7-730p	CM	658-730p			-----S-	:30	1	\$750.00	P-1	0.00	NM	1 \$750.00
SA 7-730P																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12		-----S-		1	\$750.00			0.00						
14	WCPO	10/20/12	10/20/12		CM	258-7p			-----S-	:30	1	\$4,500.00	P-2	0.00	NM	1 \$4,500.00



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Advertiser **American Crossroads**

Product Issue. American Crossroad Estimate # 693